

For fresh fruit and vegetable marketing and distribution in Asia



By Liam
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AgroFresh launches plant-based edible coating



Jordi Ferre, chief executive of AgroFresh

VitaFresh Botanicals coatings will be available worldwide to extend produce freshness

AgroFresh Solutions has announced the launch of new plant-based, edible coatings for fresh produce under its VitaFresh Botanicals brand.

The solutions utilise 'anti-thirst' technology to boost the skin's natural protection, creating a 'double skin' membrane that reduces dehydration, maintains weight and locks in produce freshness throughout the supply chain.

The coatings will be available under VitaFresh Botanicals, a proprietary, plant-based portfolio of solutions for a wide variety of crops from citrus to avocados to mangoes.

Jordi Ferre, chief executive of AgroFresh, said the launch represented another step forward in the company's commitment to providing the most innovative solutions to extend produce shelf life, reduce food loss/food waste and deliver superior eating experiences to consumers.

"AgroFresh has a long history of innovation and a well-earned reputation as a trusted leader in all science and application aspects of produce freshness. VitaFresh Botanicals is an important next step for our customers, providing true edible coatings and technical performance adapted to each crop's unique physiology, in a flexible and operator-friendly format," said Ferre.

"We're proud to provide innovative and effective AgTech solutions to the industry and are excited to bring this powerful new brand to market."

Ann Beaulieu, AgroFresh's vice president of research and development and regulatory, said the sustainable were created using certified ISO 14001 'environmental management system' standards.

"Unlike coatings that require higher drying temperatures with 40 per cent more energy usage,

VitaFresh Botanicals products offer enhanced drying at lower temperatures," said Beaulieu.

"Our formulation stabilisation process helps operators preserve produce, maintain freshness throughout the supply chain, and ship longer distances, generating cost-efficiencies and helping growers and packers sell more produce worldwide. Further, because VitaFresh Botanicals are edible coatings, they can be used on crops where the skin is eaten, including in the European Union."

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